

This Chapter is arranged in six sections:

- 6.1 pedestrian policy plan
- 6.2 bicycle system plan
- 6.2 transit policy plan
- 6.4 demand management program
- 6.5 motor vehicle circulation

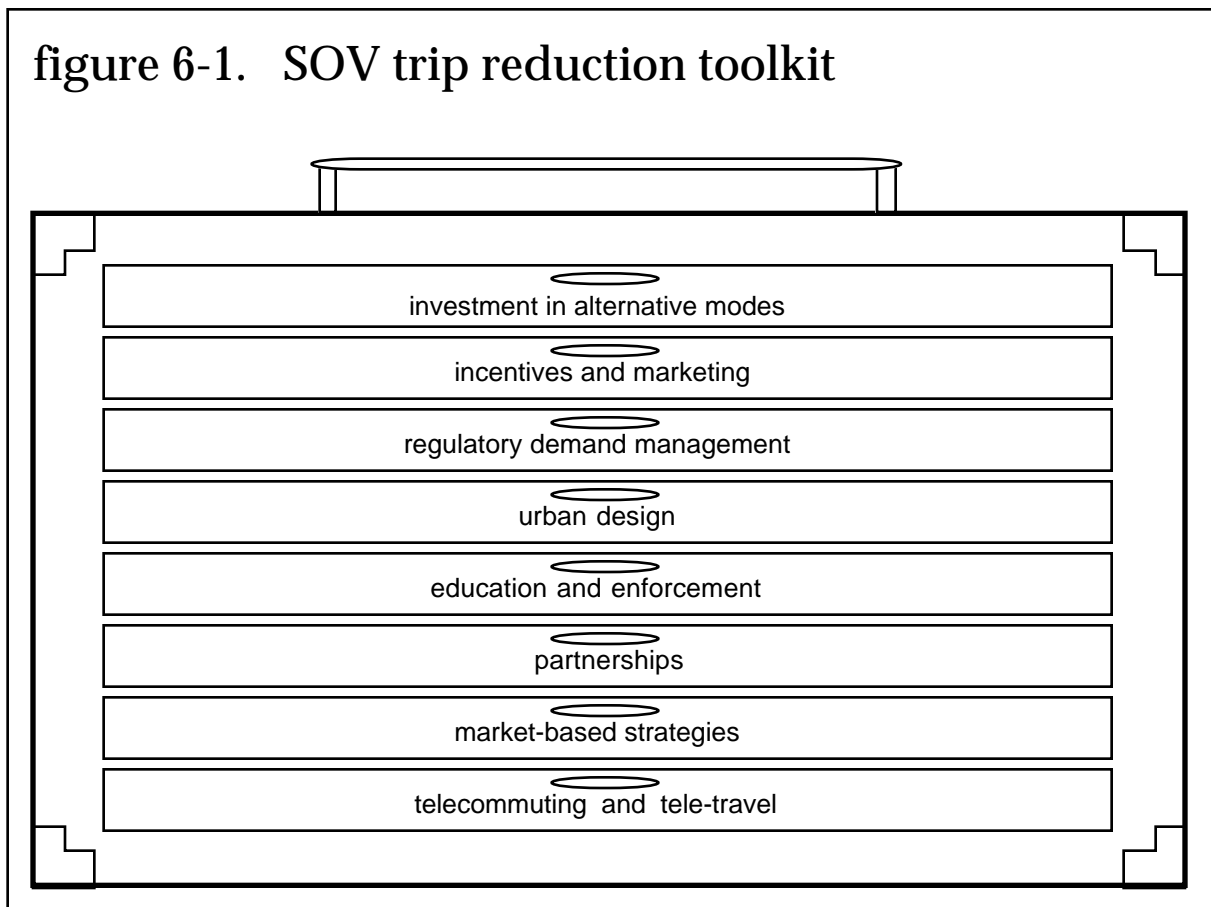
The different sections have different types of names because each addresses a different need. The pedestrian and transit modes are addressed from the context of needed policies and implementation strategies. The bicycle section summarizes a detailed Bicycle System Plan prepared as part of this project.

Sections 6.4 and 6.5 outline a demand management program and the plan for vehicular circulation.

The City has a toolkit of programs and measures (depicted in figure 6-1) available for accomplishing the change in behavior required for achieving its transportation objectives.

- *investment in alternative modes.* This includes improved pedestrian (Section 6.1), bicycle (Section 6.2) and transit (Section 6.3) systems.
- *incentives and marketing.* Incentives are used to encourage a shift away from SOV reliance through positive means (e.g., EcoPass). Closely associated with this is providing information to the public, building the case for reduced SOV reliance and informing people of the advantages associated with alternative modes travel. These activities are undertaken through GO Boulder.

figure 6-1. SOV trip reduction toolkit



- *regulatory demand management.* Giving local access a higher priority than throughput mobility will require increasing alternative modes activity and limiting VMT growth. Programs that impose requirements for reduced vehicular travel. This approach has not been used by the City.
- *urban design.* Planning and designing private sites and public infrastructure so that they encourage pedestrian and bicycle access by providing necessary pedestrian and bicycle facilities and ensuring safe and convenient pedestrian and bicycle access routes..
- *education and enforcement.* These are required to instill safe and courteous use of the shared public roadways.
- *partnerships.* The City will succeed in achieving its transportation goals only through cooperation with other public and private entities.
- *market-based strategies.* These utilize pricing and subsidization to influence travel behavior.
- *telecommuting and tele-travel.* Technology will make it possible to avoid some trips entirely by substituting communication for travel.

However, efficiency of personal travel within Boulder is important. The HOP is an example of a transportation service which meets both access and local travel needs. Capability to travel between neighboring communities and Boulder is also important.

The programs described in this chapter are designed to strike a balance between mobility and access.

### *experimentation*

The City of Boulder has a history of testing new concepts and approaches. The Boulder Creek Path, open space program, and HOP are examples where the City undertook unprecedented approaches and succeeded. Others perhaps have failed, but the public seems willing to accept some experimentation as part of a general preference for action.

There are strategies and approaches which are not included in this TMP because no one has yet thought of them. The City will continue to seek out opportunities to implement demonstration projects that test new ideas and approaches.

### *mobility and access*

The chapter is named “mobility and access” to stress a key dimension of transportation systems: the fact that they can be designed to support either a high level of mobility or a high level of access. All urban space and most public infrastructure favors to one degree or another access over mobility or mobility over access. The two compete and must be balanced.

Boulder is a regional center - a city with high environmental qualities. As a destination and place to live, it derives value from accessibility. By contrast, Boulder gains little value from serving as a conduit for trips passing through to other places.